



125 West 55th St
New York, NY 10019

Contract # 26773165

CPP: MBLM/MBLM/0110
Agency: ASSEMBLY

711 Third Avenue
3rd Floor
NEW YORK, NY 10017

Product: MIKE BLOMBERG

2020 INC

Agency Order #: 85930

Buyer: Jennifer Thav

Salesperson: BEN WILMETH

202-955-5342

Separation:

Comments: New Pol/Cand OOW order - 1/1-1/8

Changes as of: 12/30/2019 at 10:26 AM

Flight: 12/30/19 - 3/29/20

Advertiser: Mike Bloomberg 2020,
Inc

Total Spots: 106

Con Type: POLITICO

Total \$: \$23,890.00

Total CPP: \$86.94
Total GRP: 274.8

Office: WASHINGTON
Service: Nielsen
Primary Demo: Adults 35+
Assistant: BEN WILMETH
202-955-5342

Version: Highlighting Revision 1

Station: WATE

Market: Knoxville



#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impre ssion	HH Rating	HH Impre ssion	Len	12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24
M-W	4:30a-5a		Good Morning Tennessee	\$40.00	1.4	10,490	1.9	9,780	60	0	3	0	0	0	0	0	0	0
1			Good Morning Tennessee	\$110.00	2.2	16,570	3.0	15,210	60	0	3	0	0	0	0	0	0	0
M-W	5a-6a		Good Morning America	\$310.00	3.8	28,580	5.5	27,910	60	0	3	0	0	0	0	0	0	0
2			Live with Kelly & Ry	\$100.00	1.7	13,220	2.8	14,140	60	0	3	0	0	0	0	0	0	0
M-W	7a-9a		Wendy Williams	\$80.00	1.1	8,280	1.8	9,270	60	0	1	0	0	0	0	0	0	0
3			WATE News at Noon	\$100.00	2.0	15,050	2.8	14,080	60	0	3	0	0	0	0	0	0	0
M-W	9a-10a		Family Feud	\$80.00	1.5	11,700	2.1	10,880	60	0	3	0	0	0	0	0	0	0
4			WATE 6 News at 4pm	\$130.00	2.1	15,810	2.8	14,340	60	0	3	0	0	0	0	0	0	0
M-W	10a-11a		WATE 6 News at 5pm	\$250.00	3.0	22,880	3.9	19,720	60	0	3	0	0	0	0	0	0	0
5			WATE 6 News at 5:30pm	\$250.00	3.6	27,590	4.6	23,560	60	0	3	0	0	0	0	0	0	0
M-W	11p-12:30p		WATE 6 News at 6pm	\$380.00	5.4	41,350	6.9	35,130	60	0	3	0	0	0	0	0	0	0
6			Family Feud	\$440.00	4.2	32,000	5.3	26,940	60	0	3	0	0	0	0	0	0	0
M-W	12:30p-8p		WATE 6 News at 11pm	\$250.00	1.9	14,740	2.9	14,850	60	0	3	0	0	0	0	0	0	0
7			Jimmy Kimmel	\$60.00	1.0	7,300	1.4	6,970	60	0	3	0	0	0	0	0	0	0
M-W	11p-11:35p		Nightline	\$50.00	1.0	7,220	1.3	6,610	60	0	3	0	0	0	0	0	0	0
8			Bachelor-ABC	\$840.00	3.5	26,600	4.9	25,270	60	0	0	0	0	0	0	0	0	0
M-W	11:35p-12:35a		Emergence-ABC	\$700.00	2.5	18,990	3.4	17,470	60	0	1	0	0	0	0	0	0	0
9			Good Morning Tennessee	\$40.00	1.4	10,490	1.9	9,780	60	3	0	0	0	0	0	0	0	0
M-W	5a-6a		Good Morning Tennessee	\$110.00	2.2	16,570	3.0	15,210	60	3	0	0	0	0	0	0	0	0
10																		



125 West 55th St
New York, NY 10019

711 Third Avenue
3rd Floor
NEW YORK, NY 10017

Product: MIKE BLOOMBERG
2020 INC
Agency Order #: 85930
Buyer: Jennifer Thav
Salesperson: BEN WILMETH
202-955-5342

Comments: New Pol/Cand OOW order - 1/1-1/8
Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impre ssion	HH Rating	HH Impre ssion	Len	3/2	3/9	3/16	3/23	3/2 - 3/23	Total	Spots	\$	CPP*
M-W	1 4:30a-5a		Good Morning Tennessee	\$40.00	1.4	10,490	1.9	9,780	60	0	0	0	0			3	\$120.00	\$28.57
M-W	2 5a-6a		Good Morning Tennessee	\$110.00	2.2	16,570	3.0	15,210	60	0	0	0	0			3	\$330.00	\$50.00
M-W	3 7a-9a		Good Morning America	\$310.00	3.8	28,580	5.5	27,910	60	0	0	0	0			3	\$930.00	\$81.58
M-W	4 9a-10a		Live with Kelly & Ry	\$100.00	1.7	13,220	2.8	14,140	60	0	0	0	0			3	\$300.00	\$58.82
M-W	5 10a-11a		Wendy Williams	\$80.00	1.1	8,280	1.8	9,270	60	0	0	0	0			1	\$80.00	\$72.73
M-W	6 12n-12:30p		WATE News at Noon	\$100.00	2.0	15,050	2.8	14,080	60	0	0	0	0			3	\$300.00	\$50.00
M-W	7 12:30p-1p		Family Feud	\$80.00	1.5	11,700	2.1	10,860	60	0	0	0	0			3	\$240.00	\$53.33
M-W	8 4p-5p		WATE 6 News at 4pm	\$130.00	2.1	15,810	2.8	14,340	60	0	0	0	0			3	\$390.00	\$61.90
M-W	9 5p-5:30p		WATE 6 News at 5pm	\$250.00	3.0	22,880	3.9	19,720	60	0	0	0	0			3	\$750.00	\$83.33
M-W	10 5:30p-6p		WATE 6 News at 5:30p	\$250.00	3.6	27,590	4.6	23,560	60	0	0	0	0			3	\$750.00	\$69.44
M-W	11 6p-6:30p		WATE 6 News at 6pm	\$380.00	5.4	41,350	6.9	35,130	60	0	0	0	0			3	\$1,140.00	\$70.37
M-W	12 7:30p-8p		Family Feud	\$440.00	4.2	32,000	5.3	26,940	60	0	0	0	0			3	\$1,320.00	\$104.76
M-W	13 11p-11:35p		WATE 6 News at 11pm	\$250.00	1.9	14,740	2.9	14,850	60	0	0	0	0			3	\$750.00	\$131.58
M-W	14 11:35p-12:35a		Jimmy Kimmel	\$60.00	1.0	7,300	1.4	6,970	60	0	0	0	0			3	\$180.00	\$60.00
M-W	15 12:35a-1:105a		Nightline	\$50.00	1.0	7,220	1.3	6,610	60	0	0	0	0			3	\$150.00	\$50.00
M	16 8p-10p		Bachelor-ABC	\$840.00	3.5	26,600	4.9	25,270	60	0	0	0	0			0	\$0.00	\$240.00
Tu	17 10p-11p		Emergence-ABC	\$700.00	2.5	18,990	3.4	17,470	60	0	0	0	0			1	\$700.00	\$280.00
W-F	18 4:30a-5a		Good Morning Tennessee	\$40.00	1.4	10,490	1.9	9,780	60	0	0	0	0			3	\$120.00	\$28.57
W-F	19 5a-6a		Good Morning Tennessee	\$110.00	2.2	16,570	3.0	15,210	60	0	0	0	0			3	\$330.00	\$50.00

Contract # 26773165 Changes as of: 12/30/2019 at 10:26 AM Version: Highlighting Revision 1

Flight: 12/30/19 - 3/29/20 Station: WATE

Advertiser: Mike Bloomberg 2020, Inc Market: Knoxville

Product: MIKE BLOOMBERG 2020 INC Office: WASHINGTON

Agency Order #: 85930 Service: Nielsen

Buyer: Jennifer Thav Primary Demo: Adults 35+

Salesperson: BEN WILMETH 202-955-5342 Assistant: BEN WILMETH 202-955-5342

Total Spots: 106 Total CPP: \$86.94

Total GRP: 274.8

Con Type: POLITICAL

Total \$: \$23,890.00



125 West 55th St
New York, NY 10019

Contract # 26773165 **Changes as of:** 12/30/2019 at 10:26 AM **Version:** Highlighting Revision 1

CPP: MBLM/MBLM/0110 **Flight:** 12/30/19 - 3/29/20 **Con Type:** POLITICO

Agency: ASSEMBLY **Advertiser:** Mike Bloomberg 2020, Inc **Total \$:** \$23,890.00

Product: MIKE BLOOMBERG 2020 INC **Office:** WASHINGTON

711 Third Avenue
3rd Floor **Agency Order #:** 85930 **Service:** Nielsen

NEW YORK, NY 10017 **Buyer:** Jennifer Thav **Primary Demo:** Adults 35+

Salesperson: BEN WILMETH 202-955-5342 **Assistant:** BEN WILMETH 202-955-5342

Separation:

Day/Time **DP** **Program** **Rate** **A35P Rating** **A35P Impression** **HH Rating** **HH Impression** **Len** **12/30** **1/6** **1/13** **1/20** **1/27** **2/3** **2/10** **2/17** **2/24**

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	HH Rating	HH Impression	Len	12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24
20	W-F 7a-9a		Good Morning America	\$310.00	3.8	28.580	5.5	27.910	60	3	0	0	0	0	0	0	0	0
21	W-F 9a-10a		Live with Kelly & Ry	\$100.00	1.7	13.220	2.8	14.140	60	3	0	0	0	0	0	0	0	0
22	W-F 10a-11a		Wendy Williams	\$80.00	1.1	8.280	1.8	9.270	60	3	0	0	0	0	0	0	0	0
23	W-F 12n-12:30p		WATE News at Noon	\$100.00	2.0	15.050	2.8	14.080	60	3	0	0	0	0	0	0	0	0
24	W-F 12:30p-1p		Family Feud	\$80.00	1.5	11.700	2.1	10.860	60	3	0	0	0	0	0	0	0	0
25	W-F 4p-5p		WATE 6 News at 4pm	\$130.00	2.1	15.810	2.8	14.340	60	3	0	0	0	0	0	0	0	0
26	W-F 5p-5:30p		WATE 6 News at 5pm	\$250.00	3.0	22.880	3.9	19.720	60	3	0	0	0	0	0	0	0	0
27	W-F 5:30p-6p		WATE 6 News at 5:30p	\$250.00	3.6	27.590	4.6	23.560	60	3	0	0	0	0	0	0	0	0
28	W-F 6p-6:30p		WATE 6 News at 6pm	\$380.00	5.4	41.350	6.9	35.130	60	3	0	0	0	0	0	0	0	0
29	W-F 7p-7:30p		Judge Judy	\$330.00	4.1	31.310	5.2	26.580	60	3	0	0	0	0	0	0	0	0
30	W-F 7:30p-8p		Family Feud	\$440.00	4.2	32.000	5.3	26.940	60	3	0	0	0	0	0	0	0	0
31	W-F 11p-11:35p		WATE 6 News at 11pm	\$250.00	1.9	14.740	2.9	14.850	60	3	0	0	0	0	0	0	0	0
32	W-F 11:35p-12:35a		Jimmy Kimmel	\$60.00	1.0	7.300	1.4	6.970	60	3	0	0	0	0	0	0	0	0
33	W-F 12:35a-1:05a		Nightline	\$50.00	1.0	7.220	1.3	6.610	60	3	0	0	0	0	0	0	0	0
34	Sa 5a-6a		Good Morning Tennessee	\$60.00	2.0	15.280	2.2	11.110	60	1	0	0	0	0	0	0	0	0
35	Sa 6a-7a		Good Morning Tennessee	\$130.00	2.7	20.520	3.4	17.310	60	1	0	0	0	0	0	0	0	0
36	Sa 7a-8a		Good Morning Tennessee	\$190.00	3.7	28.040	4.6	23.660	60	1	0	0	0	0	0	0	0	0
37	Sa 9a-10a		Good Morning Tennessee	\$250.00	3.7	28.120	4.8	24.380	60	1	0	0	0	0	0	0	0	0
38	Sa 4:20p-7:30p		NFL Wild Card	\$2,890.00	6.6	50,160	7.7	39,410	60	1	0	0	0	0	0	0	0	0
39	Sa 6p-6:30p		WATE 6 News	\$200.00	5.1	38,610	5.5	28,370	60	1	0	0	0	0	0	0	0	0





125 West 55th St
New York, NY 10019

Contract #	26773165	Changes as of:	12/30/2019 at 10:26 AM	Version:	Highlighting Revision 1
CPP:	MBLM/MBLM/0110	Flight:	12/30/19 - 3/29/20	Station:	WATE
Agency:	ASSEMBLY	Advertiser:	Mike Bloomberg 2020, Inc	Market:	Knoxville
		Product:	MIKE BLOOMBERG 2020 INC	Office:	WASHINGTON
711 Third Avenue					
3rd Floor		Agency Order #:	85930	Service:	Nielsen
NEW YORK, NY 10017		Buyer:	Gennifer Thav	Primary Demo:	Adults 35+
		Salesperson:	BEN WILMETH 202-935-5342	Assistant:	BEN WILMETH 202-935-5342
Separation:					

Total CPP: \$86.94
Total GRP: 274.8
Total Spots: 106

MIKE BLOOMBERG
2020 INC

Total CPP: \$23,890.00
Total GRP: 354.2
Total Spots: 106

MIKE BLOOMBERG
2020 INC

Total CPP: \$86.94
Total GRP: 274.8
Total Spots: 106

12/30 - 2/24

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	HH Rating	HH Impression	Len	12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24
Sa	7:30p-8p		Family Feud	\$160.00	1.3	9.960	2.1	10.700	60	1	0	0	0	0	0	0	0	0
Sa	11p-11:35p		WATE 6 News at 11	\$230.00	1.7	13.220	2.5	12.700	60	1	0	0	0	0	0	0	0	0
Su	6a-7a		Good Morning Tennessee	\$100.00	2.0	14.900	2.6	13.060	60	1	0	0	0	0	0	0	0	0
Su	7a-8a		Good Morning Tennessee	\$210.00	3.2	24.320	4.4	22.430	60	1	0	0	0	0	0	0	0	0
Su	9a-10a		Good Morning Tennessee	\$250.00	3.3	24.850	4.2	21.610	60	1	0	0	0	0	0	0	0	0
Su	6p-6:30p		WATE 6 News at 6	\$380.00	4.9	37.090	6.3	32.320	60	1	0	0	0	0	0	0	0	0
Su	7p-8p		America's Funniest H	\$1,190.00	4.3	32.530	4.9	25.250	60	1	0	0	0	0	0	0	0	0
Su	11p-11:35p		WATE 6 News at 11	\$340.00	2.3	17,180	3.3	16,750	60	1	0	0	0	0	0	0	0	0
TOTALS:				62	44	0	0	0	0	0	0	0	0	0	0	0	0	0





125 West 55th St
New York, NY 10019

Contract # 26773165

Changes as of: 12/30/2019 at 10:26 AM

Version: Highlighting Revision 1

CPP: MBLM/MBLM/0110

Agency: ASSEMBLY

Flight: 12/30/19 - 3/29/20

Advertiser: Mike Bloomberg 2020,
Inc

Station: WATE

Market: Knoxville

Office: WASHINGTON

Total Spots: 106

Con Type: POLITICAL

Total \$: \$23,890.00

Total CPP: \$86.94

Total GRP: 274.8

Product: MIKE BLOOMBERG
2020 INC

Agency Order #: 85930

Buyer: Jennifer Thav

Salesperson: BEN WILMETH
202-935-5342

Service: Nielsen

Primary Demo: Adults 35+
Assistant: BEN WILMETH
202-935-5342

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	HH Rating	HH Impression	Len	3/2	3/9	3/16	3/23	3/2 - 3/23	Total Spots	Total	Total \$	CPP*
Sa	7:30p-8p		Family Feud	\$160.00	1.3	9.960	2.1	10.700	60	0	0	0	0		1	\$160.00	\$123.08	
40	41 11p-11:35p	WATE 6 News at 11		\$230.00	1.7	13.220	2.5	12.700	60	0	0	0	0		1	\$230.00	\$135.29	
Su	6a-7a		Good Morning Tennessee	\$100.00	2.0	14.900	2.6	13.060	60	0	0	0	0		1	\$100.00	\$50.00	
Su	42 7a-8a	Good Morning Tennessee		\$210.00	3.2	24.320	4.4	22.430	60	0	0	0	0		1	\$210.00	\$65.63	
Su	43 9a-10a	Good Morning Tennessee		\$250.00	3.3	24.850	4.2	21.610	60	0	0	0	0		1	\$250.00	\$75.76	
Su	44 6p-6:30p	WATE 6 News at 6		\$380.00	4.9	37.090	6.3	32.320	60	0	0	0	0		1	\$380.00	\$77.55	
Su	45 7p-8p	America's Funniest H		\$1,190.00	4.3	32.530	4.9	25.250	60	0	0	0	0		1	\$1,190.00	\$276.74	
Su	46 11p-11:35p	WATE 6 News at 11		\$340.00	2.3	17,180	3.3	16,750	60	0	0	0	0		1	\$340.00	\$147.83	
TOTALS:															106	\$23,890.00	\$86.94	



125 West 55th St
New York, NY 10019

Contract # 26773165
CPP: MBLM/MBLM/0110
Agency: ASSEMBLY

711 Third Avenue
3rd Floor
NEW YORK, NY 10017

BEN WILMETH
202-955-5342

Separation:

Flight: 1/2/30/19 - 3/29/20
Advertiser: Mike Bloomberg 2020,
Inc

MIKE BLOOMBERG
2020 INC

Gennifer Thav
Salesperson: BEN WILMETH
202-955-5342

Office: WASHINGTON
Service: Nielsen
Primary Demo: Adults 35+
Assistant: BEN WILMETH
202-955-5342

Station: WATE
Market: Knoxville
Total Spots: 106
Total CPP: \$86.94
Total GRP: 274.8

Changes as of: 1/2/30/2019 at 10:26 AM
Version: Highlighting Revision 1

Flight: 1/2/30/19 - 3/29/20
Advertiser: Mike Bloomberg 2020,
Inc

MIKE BLOOMBERG
2020 INC

Gennifer Thav
Salesperson: BEN WILMETH
202-955-5342

Office: WASHINGTON
Service: Nielsen
Primary Demo: Adults 35+
Assistant: BEN WILMETH
202-955-5342

Station: WATE
Market: Knoxville
Total Spots: 106
Total CPP: \$86.94
Total GRP: 274.8

Special Instructions 1/1-1/8 flight dates

Order Level Comments

Comment

New Pol/Cand OOW order - 1/1-1/8

New Pol/Cand OOW order - 1/1-1/8

Competitive Information

Market Budget:	\$88,481
WATE Share:	27%
Comment:	EST
Unknown:	73%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	106	\$23,890.00	\$86.94	274.8
Total	100%	106	\$23,890.00	\$86.94	274.8
Total		106	\$23,890.00		

Transaction History

Trans **Created/Received** **Created by** **Status** **Spott+** **Spot-** **\$ Chg** **Contract** **\$ Comment**

Queued for Electronic Contracting	12/30/19 10:49 AM				\$0	\$0	
Queued for Electronic Contracting	12/30/19 10:32 AM				\$0	\$0	
Revision	12/30/19 10:26 AM	BEN WILMETH	Revised		\$0	\$23,890.00	Changes: Orig office Id to 105. Office from DETROIT to WASHINGTON, Comm from to New Pol/Card OOW order - 1/1-1/8, Orig special Instructions to 1/1-1/8, Instructions from to 1/1-1/8 flight dates.
New	12/30/19 10:23 AM	BEN WILMETH	New	106	\$23,890.00	\$23,890.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY AND MUST CONTAIN NONDISCRIMINATION CLAUSES CONSISTENT WITH THIS ORDER. KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETE ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
----------------------------------	--